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# NASA Policy Directive

**NPD 1380.1**

Effective Date: August 14, 2013

Expiration Date: January 14, 2021

**COMPLIANCE IS MANDATORY FOR NASA EMPLOYEES**[Printable Format \(PDF\)](#)

Request Notification of Change

 (NASA Only)

## Subject: Managing Agency Communications

**Responsible Office: Office of Communications**

### 1. POLICY

a. It is NASA policy to ensure the widest practicable and appropriate dissemination of information concerning its activities and the results thereof, as specified in the National Aeronautics and Space Act Section, 51 U.S.C. Section 20112 (a) (3). All such information dissemination shall be fully compliant with all applicable laws and regulations. To accomplish this, NASA will conduct a comprehensive set of activities to effectively convey, and provide an understanding of, NASA's work, its objectives and benefits to target audiences, the public and other stakeholders, including NASA employees. This diverse, broad, and integrated set of activities includes: media products and services, multimedia products and services (including Web, social media, and non-technical publications) and public engagement (outreach) activities and events. These activities are intended to promote interest and foster participation in NASA's endeavors, and to develop exposure to, and appreciation for, Science, Technology, Engineering, and Math (STEM).

b. It is also NASA policy to:

- (1) Manage and conduct the comprehensive set of communications activities described above, fully integrated across NASA organizations at Headquarters and at the field Centers;
- (2) Develop and maintain effective Agency communications governance structure and processes to ensure that the communications strategy, investment, implementation, and operations decisions are integrated with organizational planning, budget, financial management, human capital management, and programmatic decisions and processes;
- (3) Manage an integrated portfolio of communications products, events, and activities across programs, project, Mission Directorates and Centers, to effectively reach stakeholders, including employees, the public, and other appropriate internal and external audiences;
- (4) Set strategic direction for a clear NASA communications strategy and achieve successful implementation of measurable strategic objectives, focus area strategies, associated action plan(s), and related policies;
- (5) Develop and integrate overarching messages and strategic themes consistent with Agency priorities and ensure integration of these messages and themes into NASA communications products, programs, events, and activities;
- (6) Define, develop, and implement strategies to reach target audiences;
- (7) Establish and use metrics to measure and evaluate the effectiveness of NASA communications activities;
- (8) Ensure appropriate competency of the NASA communications workforce through training, mentoring, and professional development. Ensure that required skills are identified, developed, recruited, retained and available to support Agency activities;
- (9) Manage use of the NASA communications architecture, tools, and capabilities, and work in collaboration with, and provide guidance to, other organizations as needed in the development of tools and capabilities;
- (10) Ensure that NASA communications investments are selected, controlled, and evaluated through effective

governance, investment management, and management processes;

(11) Foster collaboration, develop and sustain strategic partnerships to leverage NASA investments, and enhance the ability to reach stakeholders and the public;

(12) Report externally on NASA communications activities.

c. This policy does not apply to Scientific and Technical Information (STI), as defined in NPR 2200.2C, but may apply to products related to dissemination of STI to the general (non-technical) public.

## **2. APPLICABILITY**

a. This NASA Policy Directive (NPD) is applicable to NASA Headquarters and NASA Centers, including Component Facilities and Technical and Service Support Centers. This NPD does not apply to the Office of the Inspector General.

b. In this directive, all mandatory actions (i.e., requirements) are denoted by statements containing the term "shall." The terms: "may" or "can" denote discretionary privilege or permission; "should" denotes a good practice and is recommended, but not required; "will" denotes expected outcome; and "are/is" denotes descriptive material.

## **3. AUTHORITY**

National Aeronautics and Space Act, 51. U.S.C. § 20101, et. seq.

## **4. APPLICABLE DOCUMENTS AND FORMS**

NPR 2200.2, Requirements for Documentation, Approval, and Dissemination of NASA Scientific and Technical Information.

## **5. RESPONSIBILITY**

a. The NASA Associate Administrator (AA) for Communications has the responsibility, authority, and accountability for the activities listed in the policy section above. The AA for communications directs and provides policy guidance and oversight of Agency Communications activities and operations and ensures compliance with all applicable Federal laws and regulations. The AA for Communications shall also:

(1) Chair the Communications Coordinating Council (CCC), chartered to serve as the Agency's senior decision-making body for strategic direction, planning, and implementation of NASA's communications efforts.

(2) Advise and assist the NASA Administrator and other Agency senior managers and other Agency senior staff.

(3) Report to the Agency Executive Council and elevate high visibility partnership issues to the Partnership Integration Council as appropriate to ensure that communications functions are managed in a manner that best serves the Agency and aligns with Federal policies and direction.

(4) Serve as a member of the Mission Support Council and provide guidance and support to the Program Management Council and Operations Management Council on matters associated with communications.

(5) Advise Agency senior managers on matters related to communications.

b. The NASA Deputy AA(s) for communications shall support the AA in providing policy and procedural requirements relating to oversight of communications personnel and day-to-day management activities and operations.

c. Each Mission Directorate AA, Center Director, and Head of those Offices listed in the CCC Charter, with the AA for communications' concurrence, shall:

(1) Appoint a CCC member to represent their organization. The CCC member will be the senior representative who has purview over and can speak on behalf of their organization on communications matters.

(2) Ensure that their organization has adequate resources to support the Agency's communications activities.

(3) Align their organization Communications activities with the Agency communications governance processes.

d. Each Center Director shall appoint, with concurrence of the AA for communications, a Center Communications Director/Manager, who will report directly to the AA for Communications and be responsible and accountable for all Communications functions and related activities. This person may also be the CCC member.

## 6. DELEGATION OF AUTHORITY

The NASA AA for Communications and Deputy AAs may delegate the responsibilities listed in paragraphs 5.a. and 5.b. to others within the Office of Communications as necessary.

## 7. MEASUREMENT/VERIFICATION

Performance measures relative to implementation of this policy are developed, reviewed, and verified annually by the CCC.

## 8. CANCELLATION

None.

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**Charlie F. Bolden**

**Administrator**

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## ATTACHMENT A: (TEXT)

None.

## (URL for Graphic)

None.

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